

*Pavilion of*

*Argentina*  
*Cornerstone Laying Ceremony at the New York World's Fair 1964-1965*

*September 11, 1963*

Excerpts from transcription of remarks made by Argentine and World's Fair Officials at cornerstone laying ceremony for the Pavilion of Argentina at the New York World's Fair, Wednesday, September 11, 1963.

DR. ROBERTO de MENDOZA [Deputy Chief of Protocol]: Your Excellency, Dr. Monaco, Señor García del Solar, Mr. Consul General, Mr. Moses, Governor Poletti, distinguished guests, ladies and gentlemen. We are to witness today a very important and significant ceremony: the laying of the cornerstone for the Pavilion of Argentina, which is being sponsored by the well-known Argentine company, Comarg, with the cooperation of the Argentine Chambers of Commerce and the endorsement of the Argentine Ministry of Commerce.

I should like to have the privilege, at this moment, of introducing three very charming ladies among our distinguished guests: the wife of the Argentine Ambassador, Señora Alemann; Mrs. Charles Poletti, who did much to help Governor Poletti in making this International Division a great success; and the daughter of the Argentine Ambassador, Miss Iliana Alemann.

I now have the privilege to present Governor Charles Poletti, vice president of the International Division of the New York World's Fair Corporation.

GOVERNOR CHARLES POLETTI: Thank you, Dr. de Mendoza. Mrs. Alemann, my good friend Iliana, Mrs. Poletti, distinguished representatives of the Government of Argentina and the two hard-working gentlemen representing Comarg. Dr. de Mendoza has made reference to our special delight in having an Argentine Pavilion. We feel now that we have justified the decision that we made originally, to give special emphasis to our neighbors on our side of the ocean, by naming this principal avenue, from the main entrance — to the Unisphere,<sup>®</sup> the center of the Fair — the Avenue of the Americas. And all of us are particularly delighted that this corner which is on the Avenue of the Americas and the Avenue of the United Nations, has been allocated to Argentina.

I am happy that the seventy million people who will come to the Fair — most of them will be Americans, many will be young men and women, the future leaders of the world — will have an opportunity to find out more about Argentina.

That's the meaning of this New York World's Fair.



This is not a trade fair or an industrial fair — it's a Fair to promote better understanding between human beings, between brothers under God; that's what we hope to achieve. We are happy that Argentina will be present. Thank you.

DR. de MENDOZA: Thank you, Governor Poletti. The next speaker's wide range of outstanding services rendered to cities, to states and to the nation, have brought him world-wide renown and countless honors and awards. I give you the president of the New York World's Fair Corporation, Mr. Robert Moses.

MR. ROBERT MOSES: Ambassador and friends. I always like to follow Governor Poletti on these occasions because there's very little left for me to say. He tells the story and all I can do is add the ditto marks, subscribe to what he said. As far as anything else to add, I would like to emphasize what Charles said about the purposes of the Fair.

As I have said a number of times on these occasions, we look for a metaphor — an analogy — to the Olympic Games. I've been an enthusiast for these games since I fooled around a bit with athletics at Yale before I went to Oxford and saw some more of that sort of thing there. The Olympic Games have for their objective, bringing together the best athletes in the world, regardless of ideology, and simply because they are good at one sport or another. And it's in that spirit that we're conducting this Fair. We haven't any ideology to advance; we simply

want all these participants to bring the best things they have. We promise them a welcome, we promise them fair competition, and we hope that out of this will grow the kind of friendship that Governor Poletti has talked about. I think it will.

We have been very much interested in the Pan American Highway. Now, the concept of a highway starting in Texas, connecting with all major routes in western United States, running through Mexico and Central and South America, has been a thing that we've been after for many years. It's about to be completed. And we're going to show that particular facility, what's been done there, here at the Fair . . . perhaps not on the scale we had hoped for, perhaps not in precisely the form we aimed at, but that it is a physical, palpable link between North and South America. We hope that as time goes on, more and more people will travel that way — go down there — get acquainted with these countries at first hand.

We have your pavilion starting here — we're delighted you are here, one of the great countries of the world. We promise you a most hearty welcome. We promise to help you in any way we can in putting up this building.

We have here a symbol of the Fair, with the Unisphere® on one side and, on the other, the coat of arms of the City of New York which next year celebrates its 300th anniversary. I'm very pleased to give this to Ambassador Alemann and I hope he'll find a place for it on his desk.





*Shown laying the cornerstone for the Argentine Pavilion are: (left to right) Ambassador Roberto T. Alemann, Ambassador of Argentina to the U. S. ; Mrs. Alemann; Miss I. Alemann; Dr. Ignacio M. Monaco, president of COMARG, S.A.; Mr. Bruce Nicholson, International Division at the Fair; Mrs. Charles Poletti; Governor Charles Poletti, vice president of the International Division at the Fair; and Mr. E. O. Schmied, vice president of COMARG, S.A.*

The Argentine Pavilion, sponsored by a private Argentine group, will depict the cultural, historical, industrial and tourist aspects of Argentina, and will include a luxurious restaurant where the *pièce de résistance* will be beef barbecued in the style of the Pampas. The architect is Paul K. Y. Chen; Mazza, Spagnolo, Ramos, Alvarez Forn and C. A. Dodds — Associate Architects/Engineers.



*Ambassador Roberto T. Alemann, speaking at the cornerstone laying ceremony for the Pavilion of Argentina at the New York World's Fair.*



DR. de MENDOZA: Thank you, Mr. Moses. Our next speaker is a well-known Argentine lawyer who is a consultant with power of attorney to act on behalf of important industrial, construction and metallurgical companies in Argentina. He has written many articles on labor rights in the construction and textile industries, and his vision, energy and enterprise have been decisive factors in making possible the participation of Argentina in the New York World's Fair. It is my great pleasure to present Dr. Ignacio M. Monaco, senior partner of Comarg, which is sponsoring the construction of the beautiful Pavilion of Argentina which will shortly rise from this ground.

DR. IGNACIO M. MONACO [President of Comarg, S. A.]: On such a momentous and great occasion, because of the spirituality inherent in the theme creating this event — "Peace through Understanding" — and thanks to the enthusiasm and effort of a group of Argentines joined under Comarg and supported unconditionally by all the representative authorities in their country, the Argentine nation wants to express in simple, modest words, but clear and strong ones — we are present.

We ardently desired to join all the nations of the world because it was also a way of demonstrating that we Argentines are very united. At the present historical moment, only a geographical boundary divides nations; the men governing the great democracies of the world tend to overcome all the barriers separating one country from another. The New York World's Fair aspires to this ob-



jective. They have selected understanding as a means of achieving the supreme reality — peace in the whole world. Understanding is achieved only through an integral knowledge of countries, and in order to get to know these countries there is no greater opportunity than the one afforded us by the New York World's Fair. We Argentines are coming to this Fair resolved to see, to analyze, to study, to learn, and to understand all the countries represented. But, at the same time, we want to demonstrate with pride, with dignity, and with nobility, all that we have accomplished up to now — the progress and development which we have achieved.

Our pavilion will display the traditional riches of our country — agriculture and cattle raising. We will bring the fruits of our rich provinces San Juan and Mendoza, the citrus fruit of Salta and the northern provinces, the tea and tobacco of Misiones — in effect, all the material capacity of the Argentine Republic. But we will also concern ourselves with everything pertaining to the culture of our country. We want people to know us through our art, films, sculpture and literature. The National Council of Technical Education will show, in our pavilion, how the youth of Argentina is educated, and how the technicians and scientists are trained to better meet the challenges of the modern world. We undoubtedly hope to fill all these aspirations of ours with an enthusiasm, a courage, and a fervor which coalesced the same day we heard that the New York World's Fair was being planned. We

want to demonstrate, on this occasion, what we really are — a free country, democratic by conviction, Christian by roots and tradition, and lovers of liberty, because we believe that liberty is the greatest wealth that countries can offer to the whole world.

Gentlemen, I want you to know that at this very moment in our beloved Argentina, through the initiative of the Ministers of Industry and Commerce, this same symbolic event is being enacted, and it is a perfect demonstration of the understanding existing between private enterprise and the Argentine Government which is supporting us in this venture.

I would like to say many more things, but I am really too moved . . . and I am moved because I could not visualize this hour when I would be here among you expressing all of this to you. It is the fruition of long hours, of long struggles, but with God's help we are here now and the doors of our pavilion will open on April 22, 1964.

I don't want to leave without first thanking all of the Fair authorities, their president, Mr. Robert Moses, their vice president, Mr. Charles Poletti, and especially the Latin American delegate, Mr. Bruce Nicholson, who has done so much for us. To all the representatives from Argentina, thank you very much, and especially our Ambassador, Dr. Alemann, who from the very beginning inspired us on to this great endeavor, and to everyone here, thank you very much.

DR. de MENDOZA: Thank you, Dr. Monaco. It is now my pleasure and high honor to introduce a distinguished Argentine lawyer and diplomat who studied Economy at the University of Berne. During his very distinguished career, he has been Financial Counselor to the Argentine Embassies in London and Washington. He has been National Director of Finance and Economic Policy of the Argentine Treasury; he has been member and head of many economic missions to foreign countries and Minister of Economy of Argentina.

Apart from conferences and articles on economic matters, he has written two outstanding books: *Economic Systems*, published in 1953, and *Policy of Investments*, published in 1956. It is my high honor to present the Argentine Ambassador, His Excellency, Dr. Roberto T. Alemann.

HIS EXCELLENCY DR. ROBERTO T. ALEMANN: [Ambassador from Argentina to the United States]: President Moses, Governor Poletti, Dr. de Mendoza and friends. When I came in, driving through these Fairgrounds, I had a feeling I was reviewing the picture, "How the West Was Won"—that's the way these wonderful grounds are looking now. As I know from personal knowledge, the ability of the United States in building, I'm completely sure that by April of next year these grounds will look as we have seen them at Headquarters of the World's Fair.

I wish to express my personal thanks for this oppor-

tunity to Governor Poletti and Mr. Nicholson for the patience they have had in dealing with our representation at this Fair. About a year ago we entered into our first agreement and it took quite some time before we reached this very point — to start the building.

This Fair has dealt with a private group of Argentines who have had some experience in Seattle representing our country in that fair. And these young and driving and enthusiastic people from my country, despite all the obstacles, have gone along and finally succeeded, just in time as we always do, to start building this pavilion. And I'm sure they will succeed, also, as the whole Fair will be the outstanding success of the 1960s in the industrial era of this world.

I want to thank them, too, for the tremendous effort they have put forth, because I have the sincere feeling that their effort is a symbol of recovery, the definite recovery of my country. After the many difficulties we have been having over the last years, we are now at the point where we are all united and have a single goal of peace through understanding — as you do at this Fair. Thank you, very much.



## PAVILION OF ARGENTINA

HIS EXCELLENCY, DR. ROBERTO T. ALEMANN, *Ambassador of Argentina to the United States*  
THE HONORABLE LUCIO GARCIA DEL SOLAR, *Envoy Extraordinary and Minister*  
*Plenipotentiary—Deputy Permanent Representative and Chargé d'Affaires ad*  
*interim of Argentina to the United Nations*

THE HONORABLE RAMON CASANOVA, *Consul General of Argentina in New York*  
MR. HECTOR TASSARA, *Economic Counselor of the Embassy of Argentina*

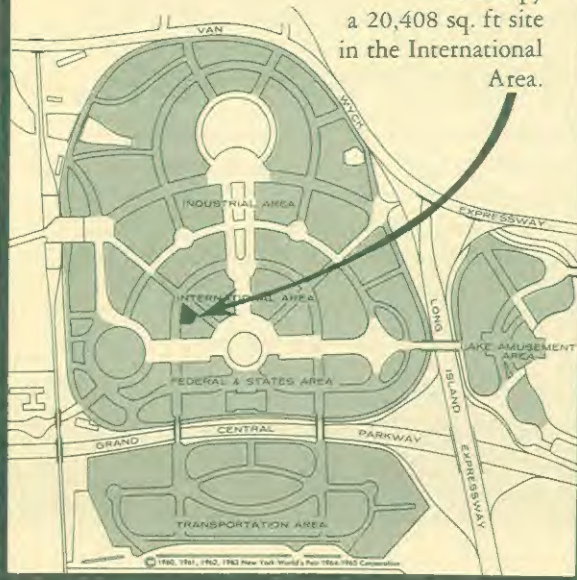
COMARG, S. A.:

DR. IGNACIO M. MONACO, *President*

MR. EFRAIM O. SCHMIED, *Executive Vice President*

### THE PAVILION OF ARGENTINA

will occupy  
a 20,408 sq. ft site  
in the International  
Area.



Developers presented by  United States Seal  
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WORLD'S FAIR  
1964-1965

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